



# **Unit Public Affairs Representative Program**



Learn how to put your unit on the map.

# What is a UPAR?

UPARs are the “eyes and ears” for public affairs around the base or camp, provide a “helping hand” when needed, and act as the middle-man or liaison between your unit and the Public Affairs office and should do everything possible to contribute to the overall understanding of your unit’s mission and that of the Air Force.



UPARs are essential to every unit. The need for prompt, correct information is a necessity for every person and every operation. Without it, there’s no command and control. Also important to everyone is the need for recognition. It boosts morale and makes people proud of the work they do.

UPARs also ensure that organization people are recognized for accomplishments by or within the unit. Through releases to public affairs, organization and individual accomplishments are published in base newspapers, and even local and national media. UPARs also ensure that individual accomplishments get into hometown newspapers, via the Hometown News Release Program.



# Getting the job done

## Who to call? What to look for?

- ***Who are you going to call?***  
Contact the Public Affairs office via telephone or e-mail regarding newsworthy events and various other happenings within their unit or around the camp, be they on- or off-duty.
- ***What is considered a newsworthy event?***
  - Change of commands.
  - BTZ or STEP promotions.
  - Individual, special program, squadron or Group-level award received from 332<sup>nd</sup> AEW or higher headquarters.
  - 447<sup>th</sup> AEG monthly award winners.
  - Using a unique or new piece of equipment to accomplish the mission w/significant impact.
  - Individual receives cash for Air Force Idea Program.
  - Airman receives Purple Heart.
  - Aircraft/helicopter crash at BIAP.
  - New program saves significant time/money/resources, etc...to accomplish mission.
  - Construction projects.
  - Off duty sporting and entertainment events like the 5K run Sept. 18 or the Tommy Z Band show Sept. 20.
- ***What other type of stories can be done?***  
Mission features about what a unit's role/responsibility is at Camp Sather. Stories about anything you think would be of interest to people in the camp, or for that matter, to everyone else in the Air Force.

# The Five **W**'s of News

- **WHO?:** The individual, persons or unit involved.
- **WHAT?:** A description of the action of what took place and the result of that action.
- **WHEN?:** The date and time of what occurred.
- **WHERE?:** The location of what occurred.
- **WHY?:** The reason something happened or is going to happen.
- **HOW?:** The means by which something happened or is going to happen.



# Writing the Story

## Example: News Story

A captain from the 821st Air Mobility Squadron here recently earned Air Mobility Command honors as the junior officer nominee for the 1999 Lance P. Sijan U.S. Air Force Leadership Award.

*LEAD - THIS IS THE OPENING PARAGRAPH AND CONTAINS THE MOST IMPORTANT ELEMENTS OF THE STORY. YOU SHOULD INCLUDE WHO, WHAT, WHEN, AND WHERE IF POSSIBLE. THIS SENTENCE SHOULD BE LIMITED TO 30 WORDS OR LESS AND YOU SHOULD BE ABLE TO ANSWER THE WHO, WHAT, WHEN, AND WHERE QUESTIONS.*

Capt. Robert T. Boquist is a C-141B refueling instructor pilot who works as the squadron's assistant director of operations, chief of training, and Tanker Airlift Control Element commander.

*BRIDGE - THE BRIDGE CONNECTS THE LEAD WITH THE BODY OF THE STORY. IT BRINGS IN SIGNIFICANT DETAILS THAT ARE UNSUITABLE FOR THE LEAD, BUT TOO IMPORTANT FOR THE BODY. IT ALSO PROVIDES A SMOOTH TRANSITION AND CAN BE USED TO INTRODUCE THE FOLLOWING ELEMENTS: HOW AND WHY, ATTRIBUTION, IDENTIFICATION, TIE-BACK, SECONDARY FACTS*

"Rob is an outstanding front-line officer -- the kind of officer you would take into battle with you," said Lt. Col. Rick Ferris, 821st Air Mobility Squadron commander. "He's a mentor to enlisted and officers alike, and he's on the road to bigger and better things. We knew that all along, but this award just gives him the recognition he deserves."

Boquist received the accolade for several accomplishments within the past year including his efforts during Operation Phoenix Scorpion II. He was the TALCE commander for the redeployment phase, leading the movement of 365 airlift missions flying over 9,000 passengers and 5,800 tons of cargo. In addition, Boquist planned and led detailed surveys of four airfields in Lithuania. Furthermore, he acted as the squadron commander during the U.S. Embassy bombings in Kenya and Tanzania.

The captain's list of accomplishments does not stop there. He was selected as the 621st Air Mobility Operations Group Company Grade Officer of the Quarter for the past two years, and was the AMOG's choice for the '98 Gen. James H. Doolittle Trophy. The 32-year-old also completed certification as an airfield survey team chief and attended the Contingency Special Operations Course at the Air Mobility Warfare Center. Boquist is also an assistant scoutmaster and squadron tax advisor.

The Georgia-native said he owes his Air Force counterparts for the receipt of this award.

"This award is not for my leadership - it is for all the people who have worked for me and have gotten the job done," said Boquist. "For the thousands of folks I have worked with in my career - thank you!"

The Sijan Award recognizes officer and enlisted leaders at wing level and below who have demonstrated the highest qualities of leadership in their personal conduct and in the performance of their duties. It is limited to individuals whose duties require them to assume active leadership roles.

*BODY - THE BODY OF A NEWS STORY SUPPORTS THE LEAD BY TELLING THE STORY IN DETAIL. IT EXPLAINS AND ELABORATES THE FACTS IN THE LEAD AND ADDS OTHER DETAILS NOT SUMMARIZED IN THE LEAD.*

*GUIDED BY THE INVERTED PYRAMID STYLE, PROCEED THROUGH THE STORY BY SELECTING THE NEXT MOST IMPORTANT INCIDENT, FACT OR DETAIL, THEN THE NEXT MOST IMPORTANT. FOLLOW THIS METHOD UNTIL YOU REACH THE LEAST MOST IMPORTANT FACTS. YOU CAN VARY SENTENCE AND PARAGRAPH LENGTHS IN THE STORY. ALSO, EACH PARAGRAPH SHOULD PRESENT A SINGLE IDEA. A VERY IMPORTANT ASPECT OF WRITING A NEWS STORY IS ATTRIBUTION. ATTRIBUTION LENDS CREDIBILITY AND AUTHORITY TO A STORY. YOU CAN USE ATTRIBUTION IN DIRECT OR INDIRECT QUOTES.*

# Camp Sather Photography Guidance

**Per order of the  
447<sup>th</sup> Air Expeditionary  
Group commander,  
Col. William Cahoon,  
there is to be no photography  
on the flightline without  
prior approval and  
coordination with the  
Public Affairs Office.**

**As it is impossible to police  
all individuals who have a  
digital camera, people are  
asked to remember OPSEC  
and FP measures when  
taking photographs.**



# Photography

## Rules of Engagement

- **Rule No. 1.**  
When taking photographs of military personnel on the job or off-duty playing sports or hanging out at the recreation tent, be sure to let the person know who you are and why you want to take their photo. If they don't want their photo taken, don't pressure them—move on to someone else.
- **Rule No. 2.**  
When taking photographs, never promise the individual that their photo is going to be used on either the BIAP Sentinel Website or sent home to their home station PA office. You can tell them you'll be submitting the photo for review, but it's up to the PA office to release and post all images.
- **Rule No. 3.**  
When taking photographs of military personnel on the job, be sure to remind them to make sure they are wearing the appropriate (PPE-personal protective equipment) to do their job.
- **Rule No. 4.**  
When taking photographs, it's important to get both (I.D.—the eyes) of the person and their hands doing the action in the same photo. If this isn't possible, a profile photo can be used.
- **Rule No. 5.**  
When taking photographs, try different angles, get down on the ground and shoot upward, or get above the action and shoot down. Try shooting the same shot so the action in the photo is going right to left, and then from left to right.
- **Rule No. 6.**  
When taking photographs, try and get extreme close ups and environmental shots as well.
- **Rule No. 7.**  
When taking photographs, be sure to get the person's rank, first/last name, unit, find out what it is they're doing and why and the date photo was taken.

# Taking Photographs



**Extreme Close Up**



**Medium Range Photo**



**Getting the bigger picture of what's going on.**



# Taking Photographs



**Try shooting from the ground level, up toward the subject, or directionally to lead the reader into the photo.**



# Taking Photographs



**Environmental shot of an aircraft maintainer doing a pre-flight of a C-130 Hercules at sunset.**



**A left-to-right profile shot of an electrician at work. Take a profile shot when you can't get 'Full I.D.—both eyes' and action in same shot.**



**This image shows a size relationship between the C-130 engine and the mechanics.**



# Hometown **News** Release Program

**Used for communicating your achievements  
to those back home.**

- **The Hometown News Release Program** is a public affairs tool used for communicating your achievements to those back home. Anytime your duty status changes or you receive any type of recognition you may qualify for a release. The following is a list of suitable subjects for Hometown News Releases.
- **Promotions as they occur.**
- **Arrival for duty.**
- **Awards and decorations for individual achievement** (Air Force Achievement Medal and higher) plus Humanitarian Service Medals (indicate for which action this medal was awarded). A copy of the award citation must be attached to the Hometown News Release form. This category includes initial award of the Good Conduct Medal and subsequent awards.
- **Reenlistments** -- include the number of years enlisting and number of years served.
- **Individual achievements**, such as receipt of a college degree (including field of study and type of degree, as well as the name and location of the institution granting the degree); airman/NCO/senior NCO/officer of the month/quarter/year at all levels of command (must include criteria for selection and a supporting story as desired); direct commissions and warrants; suggestion awards of \$50 or more; participation in national news events with prior coordination (such as space shuttle support or humanitarian support operation).

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